

### REMARKS

Claims 35-38 and 41-42 are pending in this application. In the Office Action dated January 4, 2005, the Examiner rejected claims 35-38 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,796,393 to MacNaughton ("the MacNaughton patent"), in view of U.S. Patent No. 6,631,496 to Li et al. ("the Li patent").

The embodiments disclosed in the present application will now be discussed in comparison to the cited references. Of course, the discussion of the disclosed embodiments, and the discussion of the differences between the disclosed embodiments and the cited references, do not define the scope or interpretation of any of the claims. Instead, such discussed differences merely help the Examiner appreciate important claim distinctions discussed thereafter.

In one embodiment, a system enables a member to access a personal site over a network and be provided with relevant and meaningful content from a service provider. The relevant and meaningful content is provided in response to personal and/or business information about the member. The system includes a web server having a data double containing identifying information about a member. For example, the identifying information for the member may be their name, personal life data such as birth dates, life events (*e.g.*, promotion, marriage, pregnancy, etc.), their preferences in websites visited, or other suitable identifying information. The system further includes service providers that provide service provider content including services and information, and a personal site that the member uses to access the service provider content. For example, the service provider may be a benefits provider, such as a healthcare or 401k manager. The personal site may a website that the member logs onto that enables the member to access the services and information provided by the service provider.

The system further includes an engine that processes the data double and the service provider content to provide relevant and meaningful content to the member through the personal site. The relevant and meaningful content is provided to the member responsive to selected portions of the member's data provided to the service provider from the web server with permission from the member. This may occur by the member's data being provided to the service providers from the web server or the system using the data to extract relevant and meaningful content from the service provider without providing the member's data to the service providers. In other words, unlike conventional network systems that use a members personal information, the member selects what personal data or other information they are going to share with the service provider, and can receive relevant and meaningful content based on their data without actually sharing the data with the service provider. The member may chose to share

some or all of the data. For example, the member may chose to disclose that they are interested in boating or another subject. This information is provided to the service provider which, in turn, may provide relevant and meaningful content responsive to the member's interest boating. This relevant and meaningful content may be ads for new boats, technical information about boats, etc. that the member accesses through the personal site.

In one embodiment, the personal site includes a selection navigator that is configured for enhanced browsing. The selection navigator may be part of the adaptive framework. The selection navigator provides a hierarchal listing of the personal site's different areas with sections and pages. This hierarchal listing is a static approach, but, the selection navigator also provides a dynamic approach.

The Examiner has cited the MacNaughton patent. The MacNaughton patent discloses a system including a web browser 10 in communication with a community server 18. The community server 18 acts as the community communication hub. When a user navigates to a new web page 22, a message is sent from a community client 14 to the community server 18 via a TCP/IP connection 16. The community server 18 interacts with a membership database 44 to determine if a user belongs to the community associated with the URL. If it is determined that a user belongs to the community, the user is given the opportunity to enter the community. In order to become a member of the community, a user affirmatively initiates a membership process where the user must enter information about themselves such as preferences, name, address, age, billing information, hobbies, favorite website, etc.

In the system disclosed in the MacNaughton patent, the user cannot select what information will be disclosed to the service provider (i.e., the community server 18). The MacNaughton patent teaches that the user enters the required information in order to complete the membership process and become a member of the community. The user cannot selectively control what information is provided to the community server 18. Thus, the MacNaughton patent clearly teaches away from a system that allows the user to provide selective information to a web server that holds such information in confidence and only discloses to a service provider information that the user authorizes.

The Li patent fails to remedy the deficiencies of the MacNaughton patent.

Turning now to the claims, the patentably distinct differences between the MacNaughton and Li patents and the claim language will be specifically pointed out. As amended, claim 35 recites "a web server including a data double comprising data that identifies a

member; service providers that provide service provider content including services and information; a personal site that the member uses to access the service provider content; and an engine that processes the data double and the service providers content to provide relevant and meaningful content to the member through the personal site, the relevant and meaningful content provided to the member responsive to portions of the data provided to the service provider from the web server with permission from the member.” Neither the MacNaughton nor Li patent disclose the above limitations. In particular, the MacNaughton and Li patents fail to disclose or fairly suggest an engine that processes the data double and the service provider content to provide relevant and meaningful content to the member through the personal site with the content provided to the member in response to data that the member selectively provides to the service provider from the web server. Claims depending from claim 35 are also allowable due to depending from an allowable base claim and further in view of the additional limitations recited in the dependent claims.

All of the claims remaining in the application are now clearly allowable.

Favorable consideration and a Notice of Allowance are earnestly solicited.

Respectfully submitted,

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Enclosures:

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Fee Transmittal Sheet (+ copy)

Request for Continued Examination (+ copy)

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